

Intro to content strategy

H2GY1K

LECTURE
SUMMARY

Covered in this lecture:

What a content strategy is

- A content strategy includes writing guides, e-books, and other useful documents and publish them online for free
- The benefits of doing this:
 - it drives more traffic to your site where people can buy your products
 - you share information so that your audience understands your product better
 - the goal is to satisfy some need for your potential customers so they consider you a helpful source of information
 - it establishes trust so on the long run people will be more likely to buy your stuff
- ▶ Content is a broad term and it can mean a lot of things:
 - blog posts
 - social media posts
 - videos
 - podcasts
 - infographics
 - e-books
 - emails

- ▶ **Content is anything that provides information or value and it's not a product or service**

- ▶ For any piece of content you want to create, there is pretty much the same process:
 - you have to define your audience
 - focus on a need they have
 - create high quality information that addresses that need
 - publish it online
 - promote it
 - engage with your audience when they respond to your content